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ANALYSIS OF ITB STUDENTS SATISFACTION LEVEL TOWARDS AYAM GEPREK GANYANG

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Abstract. The high demand of different culinary taste from younger generation has led to an increasing amount culinary entrepreneurial activity in Bandung City, thus resulted in an intense competition among different types of restaurants. Therefore, it is highly important for culinary businesses to manage customer satisfaction in order to compete in this sector. This study investigates particularly on ayam geprek businesses in Bandung and has taken Ayam Geprek Gayang as the main company sample. In order to analyze the customer satisfaction, four possible factors were predicted to have an affect, for instance; product quality, price, service quality and easiness. With quantitative measurement from primary, this study surveyed 231 respondents and the data are measured using multi-linear regression. The result shows that only product quality and service quality are the possible factors, as it has a significant positive correlation with customer satisfaction. Furthermore, entrepreneurs and businesses are advised to focus more on the product and service quality instead of the price and easiness in order to better improve their business activity in the future.

Keywords: Customer satisfaction, product quality, price, service quality, easiness, competition, business.

Background

Bandung city is a provincial capital of West Java and Indonesia's third largest and populous city, well known for its clusters of creative people from a different province that can produce various dishes from all around Indonesia (Tarigan, et al., 2016). Bandung is also known as the largest creative industry in Indonesia, contributing to growing UNESCO Creative City, mainly for fashion, culinary, textile, and other creative products (Maryunani & Mirzanti, 2015). This creativity of the entrepreneurship development has been supported and become part of the local government program to contribute and improve the country's economy. Ridwan Kamil, who was elected as the mayor of Bandung in 2013, proposed program called "Bandung Juara", meaning Bandung city champions, which is a program to increase and develop entrepreneurship activities around Bandung (Triastopo, 2015). With governmental support, this entrepreneurial activity in Bandung has increased significantly especially in the culinary business sector, resulting in enormous profit (Ratnajati, 2015).

In 2013, the culinary sector and the food industry were highlighted as the highest business contributor to the economic growth of Bandung city (Manurung, 2015). This sector is used mainly to serve everyday consumption and also for tourist attraction. Now, this business sector has become more and more attractive industry throughout the years, with the advent of many new variants of dishes (SDS, 2014).
In this particular case, Tribun Jabar news further reported that due to the inexpensive price and delicious taste, *ayam geprek* has been one of the highly demanded dished in Bandung amongst many students, especially for a location near the University of Institute Technology Bandung (ITB). *Ayam geprek* is a crispy fried chicken that is smashed with sambal (Chili paste) to give a spicy touch and is normally served with rice. This new popular dish in Bandung has led many culinary businesses to include this dish in their menu, which therefore increase competition of selling *ayam geprek* within Bandung and especially near the University area (Astuti & Hanan, 2012). One of the most popular places near ITB that sell this product is called 'Ayam Geprek Ganyang', which is located right in front of the entrance and exit way of ITB.

Ayam Geprek Ganyang is a small startup business owned by Farass and Taufik, and started its business on 2017. This eatery place is well known in serving students who are in demand for quick on spot lunch and dinner, as well as takeaways, (Isnaeni, 2017). This business internally consists of less than 10 employees and two owners. The restaurant is small and could handle around 20-24 people maximum. The price rage of the food that is served in this eatery place is around Rp.10.000 - to Rp.20.000 which is decent price for the student to by an authentic Indonesian dish. Moreover, this company has been running successfully throughout time and has competed with many competitors within its area of culinary business near ITB. However, what remains unknown is how the owners manage their business to keep it in a competitive position and continuously attract customers.

Objective and Question

O: To identify what kind of factors or indicators in terms of goods and service that affect customer satisfaction of *Ayam Geprek Ganyang*.

Q: What are the factors that affect *Ayam Geprek Ganyang* customer's level of satisfaction?

Conceptual Framework

The conceptual model framework is created based on the theoretical findings that connect the factors in relation to customer satisfaction. The conceptual model serves as an analytical tool to capture and ease of remembering the concepts which crosses both small and large-scale theories that are either divided into independent and dependent variables. The theories eventually represent the research objectives and goal that directs to the analysis of the data to measure the validity and reliability of the theories.

Figure 1 represents the conceptual model that is used for conducting the research in relation to the *Ayam Geprek Ganyang* Company. The conceptual model designs measures only two variables at a time while including indicators from the operational definition that will help measure the theories later on. This model also considers other demographic factors that might potentially influence the results and must be correctly controlled.

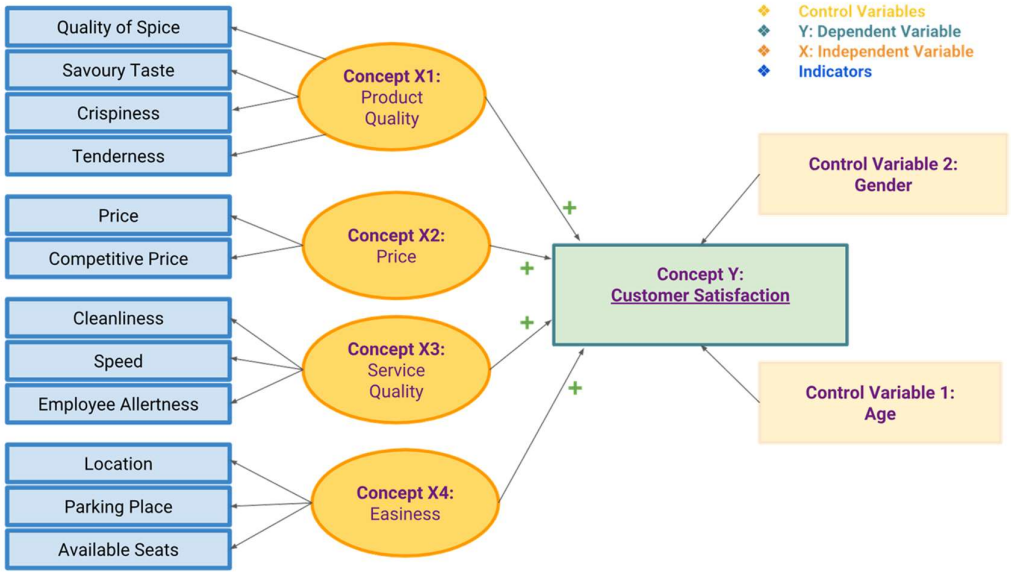

Figure 1 Complete Conceptual Frameworks

The Hypotheses

The hypothesis serves as a statement at the core of this report, and as the ultimate aim of the research experiment. It is generated on a number of means, however, it results of a process of inductive reasoning, where observations form a theory. In this report, the precursor of the hypothesis comes from the research problem; "which factors affect customer level of satisfaction when buying or eating at *Ayam Geprek Ganyang* eatery place". With the help of the indicators, the research hypothesis pairs down the entire

problem into a more testable and feasible problem. In this case, we speculate that the level of customer satisfaction is affected based on the product quality, price, service quality, easiness, which hypothesize a proposed relationship between the independent and dependent variables. Moreover, the hypotheses that are constructed are mutually exclusive, meaning that only one could be accepted and the other one rejected.

The following indicators are used for the hypothesis:

- β = coefficient
- $\neq$ = no influence between the variables, thus no relationship.
- $>$ = positive relationship with the dependent variable

The main idea of the hypothesis is where the H0 is accepted if an increase of a factor (product quality, price, service quality or easiness) of *Ayam Geprek Ganyang* business does not affect the customer satisfaction level. On the other hand, H0 is rejected if an increase the four factors will cause an increase in customer satisfaction level;

First hypothesis: For product quality, such as taste, and texture of the menu increases the customer satisfaction.

H0: β Product Quality ≠ β Customer Satisfaction

H1: β Product Quality > β Customer Satisfaction

Second hypothesis: The current price of the dish offered increases the customer satisfaction.

H0: β Product Price ≠ β Customer Satisfaction

H1: β Product Price > β Customer Satisfaction

Third hypothesis: The more service quality in terms of the employee performance makes the customer feel more satisfied.

H0: β Service Quality ≠ β Customer Satisfaction

H1: β Service Quality > β Customer Satisfaction

Fourth hypothesis: The easiness of accessing the eatery place makes the customer satisfied in term of enjoying the moment.

H0: β Easiness ≠ β Customer Satisfaction

H1: β Easiness > β Customer Satisfaction

Methods

Research Design

Textual Analysis: Problem Identification & Determining Research Objective

According to Kotler (2000), a tool that can be used to measure customer satisfaction is called a direct survey. This is an effective way to quickly collect the level of customer satisfaction level on a periodic basis. The survey can be done in many different forms, however, particularly in this research, an online questionnaire will used because it more efficient and accessible for the targeted participant.

Model Development & Data Collection Method

The measurement instrument used for this research is an online survey questionnaire as it is more efficient and does not cause any paper waste. The questions are made with Google Form and the link is shared in various form of social media such as line, WhatsApp and Facebook for any ITB students to be able to easily fill in. The order of the question starts with a general introduction questions followed to a more specific question that relates to the research purpose. The type of question that is asked consists of mixed of Categorical scale or rating scale. These scales result in a numeric format that eases the calculation to find out the result conveniently. Most of the question that be asked to the respondents be assess based on a rating scale questions or Likert-type scales one to seven, with each point holding the same amount of weight (See Appendix A), thus the type of measurement for most of the questions are interval. The total amount of questions is targeted into 16 questions; this includes the dependent and independent variables, as well as the introductory questions and control variables questions. Despite that there is introduction question, the actual questions that be used for calculation consist only 16 questions which all are based on the number of indicators of the conceptual model as well as the dependent variable (see appendix C).

Next, the quantitative results that are collected from the questionnaire answers are analyzed with the most widely used statistical software, SPSS (Statistical Package for the Social Science) to find out whether the independent variables and control variables have an effect on the dependent variables.

Analysis and Recommendation

In order to analyze the data that are collected, statistical analysis is conducted. the data should be inserted into the SPSS database, and labeled for every indicator. The report begins by preparing the dataset by making sure that the total number of respondents are listed with no missing values and extreme data. The variables are labeled to match the questionnaire. Secondly, to understand the result that have already produced, a descriptive statistic is needed to find the background of the sample. Thirdly, to test the reliability, a correlation analysis is conducted between each independent variable to find out whether or not they correlate to each other and whether it has an effect on the dependent variable (customer satisfaction). Fourthly, to produce a new variable to sum up from the correlated variables that identified previously. Lastly, linear regression used as a technique to test the hypothesis by predicting an interval variable on one simple regression or multiple regression interval variables, and therefore concluded (See appendix B).

Research Population & Sampling

Population

The respondents that are targeted for this research are located in Bandung, Indonesia at ITB area; this area is chosen due to the amount of ITB students available to give their opinion and is most known to have experience eating at *Ayam Geprek Ganyang*. Therefore, this location is also advantageous to fit the period and resources of the researcher. In the process of survey, the targeted respondents are asked for consent and approval in answering the questionnaire as this will assure that their data are confidential and agreed upon both parties.

Sampling

The desired amount of sample to be collected can be determined through knowing the amount of *Ayam Geprek* sold in the restaurant thin a week. Since the owner has reported that around 800 buyers within a week and 1050 of *ayam geprek* are sold, therefore, from the number of buyers, this study has taken 28.8% (321 number of respondent) to be used a sample for this research.

The research sampling method that is used in this study is random sampling in the ITB student scope, consisting of various males and females with different background of studies and courses. This helps in obtaining a more scientific result that could be used to represent the entirety of the population of students within the ITB campus area. Moreover, from every 10 students in different faculty, four are chosen through random sampling. These six chosen students are the targeted sources of respondents of the survey. The ITB campus is contacted to obtain survey consent to administer the questionnaire to the student at their study places. Data collection was conducted throughout the faculty during school days within breaks or lunchtime, starting from Monday up until Friday, on the same week.

Research Measurement

Firstly, the level of measurement is important as it describe the relationship between the values and the attributes of a variable. Secondly, when knowing the level of measurement, it will help in deciding which techniques can be used to analyze the data, which will be elaborated more in the next section. Out of four level of measurement (Nominal, Ordinal, Interval and Ratio) only interval measurement is used for all of the variables in this research. Interval measurement does not have a meaning between the distance of the attribute. Since there are seven attributes for every indicator which are interpretable; 1 (Strongly disagree), 2 (Disagree), 3 (Somewhat disagree), 4 (Neutral), 5 (Somewhat), 6 (agree), 7 (Agree). Because of this, it makes sense to compute an average of an interval measurement.

Variables

In the conceptual model shown in figure 1 in conceptual frameworks, the variables consist of independent, dependent and control variables; The independent is customer satisfaction as the main intention of the research. While the dependent variables are product quality, price, service quality (service quality), and easiness, which are intended for research. For the control variables, it consists of age and gender, to make sure when spreading the questionnaire that these does not affect the final result.

Indicators

Determining the indicators are crucial to ease research and measurement. Based on (Jarvis, MacKenzie, and Podsakoff, 2003), the indicators serve as the measurable indicator that defines a concept, which therefore help in developing the questionnaire for the survey. In this section, we determine from two to four indicators for the independent variable, and the dependent variable.

Table 1
Indicators for the Dependent and Independent Variables.

Customer Satisfaction	Extent to which customer enjoys eating and buying from *Ayam Geprek Ganyang*
	And also, the extent to which customers feel more enjoyable eating at *Ayam Geprek Ganyang* compared to other similar eatery places that sells similar foods.
Quality	Quality of spice: Extent to which the quality of spice fulfills the customer expectation
	Savory taste: Extent to which the savory taste fulfills the customer expectation
	Crispiness: Extent to which the texture of crispiness of the chicken is based on the customer expectation
	Tenderness: Extent to which the tenderness of the chicken matches the customer expectation
Price	Price: Extent to which the customers agrees with the given price of the menu
	Competitive price: Extent to which the customer agrees weather the price is competitive compared to similar eatery places.
Service	Cleanliness: Extent to which customers thinks that the eatery place is clean enough
	Speed: Extent to which customers feels satisfied with the speed in serving the food
	Employee alertness: Extent to which customers thinks that the employee is well alert when the they need anything
Easiness	Location: Extent to which the customers find the location of *Ayam Geprek Ganyang* to be very easy
	Parking place: Extent to which the customer feels that it is very easy to find a parking place
	Available seats: Extent to which the customer is able to find seats easily

The type of research that be used in this study is a quantitative research through a primary data resource. The secondary theories are used for this research and it is found from articles as an aim to explain and gather a more detail understanding of the human satisfaction levels and the reasoning behind such behavior. Moreover, the primary approach examines the phenomenon through survey questionnaire that be spread out to respondents for statistical representation of the findings in the study.

Data Analysis Technique

There are many approaches in analyzing a data and the whole process are calculated with the help of SPSS software. The first step before analyzing the data is through checking the data through descriptive statistics. The descriptive statistic is a useful summary of a statistical test that quantitatively describe the collection of information within the data. The univariate analysis describes the distribution of a single variables, which include the central tendency (mean, median, mode) and measures of spread such as variance and standard deviation. These measurements also indicate any skewness and kurtosis of the data. Moreover, the descriptive analysis in this research is used to explain customer characteristic, which consist of demographic characteristic and general purchase characteristic, used to know segmentation from customer of *Ayam Geprek Ganyang*. Customer characteristics include gender and age. The characteristics of these customers serve to determine the segments and target market of the *Ayam Geprek*

Ganyang, which is useful in designing the right strategy implications for the management to get customer satisfaction. Furthermore, the Average score is important to find out and checked in advance, whether there are extreme values that could possibly affect or distort the measurements later on and thus also affect the validity and reliability of the results. Despite measuring the average values, it is important to that the data are all complete (no missing value).

In order to successfully investigate the research question, a bivariate (Pearson), r, correlation test is used for correlation or validity analysis, and Cronbach's Alpha test be used to investigate the reliability of the variables. Before regression the main independent variable with the dependent variable to answer the hypothesis, it is important to make sure the indicators within the independent variables are measured to make sure that they all correlate to one another within the same group variable.

Bivariate correlation is used in order to analyze the relationship between two variables under the same topic or same underlying construct, for example, *location (Variable 1), parking place (Variable 2) and available seats (Variable 3)* are all connected under one topic '*easiness'* (Independent Variable). Therefore, the correlation can be done between two variables at a time. Given that all the variables are continuous (interval), the hypothesis seeks to assess the relationships. Moreover, the correlation coefficient 'r' varies from 0 (no relationship) to 1 (perfect direct relationship). The standard measurement to evaluate the correlation coefficient be based on Cohen standard measurement, where 0.10 to 0.29 shows a weak relation between the two variables, 0.30 to 0.49 shows a moderate relation, and 0.50 shows a strong correlation (Cohen, 1988).

Furthermore, a reliability analysis is conducted using Cronbach's Alpha test to find out whether a sum variable can actually be computed or not. This value should be as high as possible (in the range from 0 to 1), and a value of a minimum of .60 is required. A negative number indicates that there is something is wrong with the data or the score of items. The rule of thumb is that Cronbach's alpha measurement of 0.60 to 0.79 and above is good, 0.80 to 0.89 is better, and 0.90 to 1 is best.Next, a linear regression analysis on the control variables: age and gender. This is used to check and assure age and gender does not affect significantly or show major influence on the customer level of satisfaction. Since there are more than two variables in this survey analysis and therefore multivariate analysis (inferential statistics) is used. The data type for the independent and dependent variables are both interval with a range from one to seven.

In order to test all four hypotheses of the research, it is important to test whether the independent variables and the control variables affect the dependent variables. Moreover, since measuring the relationship between the dependent and independent variables, and since changes in one variable can causes changes in another variable, there is a stimulus response relationship and therefore the variables are asymmetric. For this reason, multiple regression analysis is the proper technique of choice, since the data between the independent and dependent variables are both intervals, asymmetric, and bivariate.
From the regression result, the regression coefficient which is up to 0.5 (as positive result) and with at least 5% significance are to be the ideal choice for H0 to be rejected in the hypothesis. There are four hypotheses as there are four independent variables to be tested with the dependent variable (customer satisfaction). When there is a significant relationship between the independent and dependent variable, this means that H0 is rejected. On the other hand, insignificant result means that H0 is not rejected.

Results and Discussion

Descriptive Analysis

Distribution of Respondent Age and Gender

After revising the data set, the total participant is 231 and from conducting the descriptive analysis, we found that our sample consists of 97 (42%) men and 134 (58%) females. The average age of respondents is 21 (age = 20.54, SD = 0.893). The median of age is 21, with a maximum and minimum of 23 and 18 respectively. The descriptive statistic is measured with a total respondent of 231.

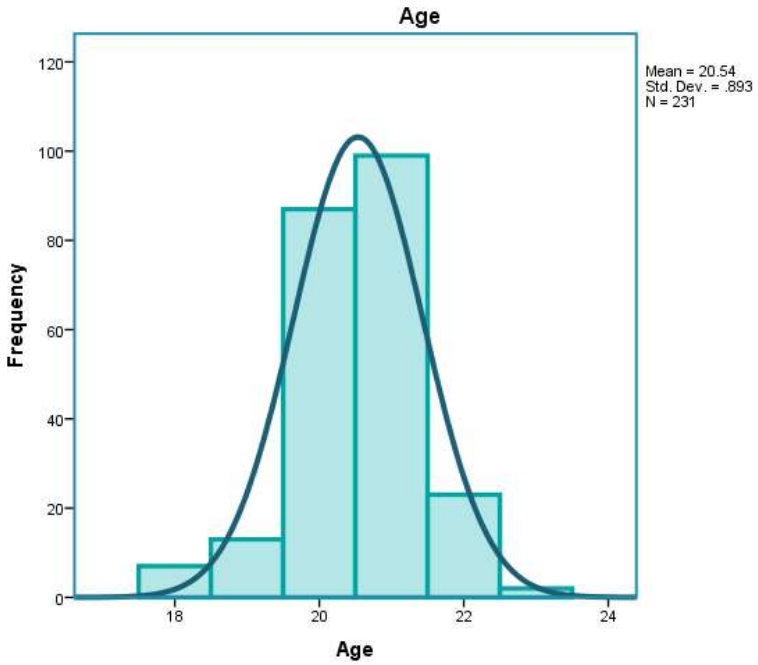

Figure 2 Frequency of Age

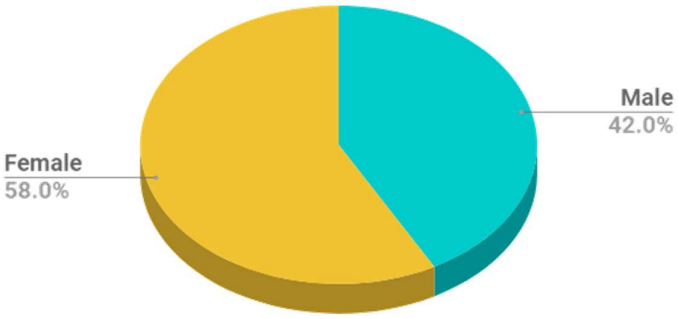

Figure 3 Presented of Male and Female

Table 2 Descriptive Analysis of Age.

Descriptive statistic – Age		
Outlier Test	Valid	231
	Missing	0
Mean		20.54
Median		21
Std. Deviation		0.893
Minimum		18
Maximum		23

Table 3 Descriptive Analysis of Gender.

Descriptive statistic – Gender			
		Frequency	Percent
Valid	Male	97	42.0
	Female	134	58.0
	Total	231	100.0

The Average Score for the Independent and Dependent Variables

The Average score is important to find out and checked in advance, whether there are extreme values that could possibly affect or distort the measurements later on and thus also affect the validity and reliability of the results. Therefore, in this case, the mean and standard deviation is recorded for all the variables as a statistical descriptive measurement. Despite measuring the average values, the data are all complete and there are no missing data.

Table 4 Average score for the independent and dependent variables.

Descriptive statistic – Average Score		
Variables	Mean	Standard deviation
Satisfaction	5.55	0.81
Competitive Satisfaction Level	4.94	1.16
Spicy Taste	5.54	0.91
Savory Taste	5.48	0.95
Crispiness	5.32	1.04
Tenderness	5.49	0.91
Price	5.95	0.94
Competitive price	5.56	1.13
Cleanliness	4.63	1.33
Speed	5.1	1.11
Employee Alertness	5.13	1.1
Location	5.74	1.1
Parking Place	4.82	1.38
Available Seats	4.57	1.41

From table 4, there are no sign of extreme values or outliers, as the average values of all the variables are within the core of 1 to 7. The average score of the Independent and the dependent variable shows that the participants have a neutral opinion within the questions (see table 4). With price and location showing the highest amount of mean (n: 5.95 and n: 5.74 respectively) as well as standard deviation, meaning that most of the respondent agrees that the price and location suits their expectation. Whereas available seats, parking place, and cleanliness shows the lowest (n: < 5), meaning that most of the respondent disagree that there are available seats, good parking place, and cleanliness.

Moreover, the mean and standard deviation also indicate the skewness and the distribution of the data. The positive values show that the sample is positively skewed (skewed to the right) and the data are normally distributed.

Validity and Reliability Analysis

Validity Test

Table 5 Validity Test on Sub Variable with Correlation Analysis.

Validity test					
Variables	Indicators	Label	p	Correlation coefficient	Results
Customer Satisfaction	Satisfaction (1) and Competitive Satisfaction Level (2)	S1	0.000	0.533	Valid
Product Quality	Spicy Taste (1) and Savory Taste (2)	PQ1	0.000	0.71	Valid
	Spicy Taste (1) and Crispiness (3)	PQ2	0.000	0.49	Valid
	Spicy Taste (1) and Tenderness (4)	PQ3	0.000	0.5	Valid
	Savory Taste (2) and Crispiness (3)	PQ4	0.000	0.55	Valid
	Savory Taste (2) and Tenderness (4)	PQ5	0.000	0.56	Valid
	Crispiness (3) and Tenderness (4)	PQ6	0.000	0.51	Valid
Price	Price (1) and Competitive Price Taste (2)	P1	0.000	0.55	Valid
Service Quality	Cleanliness (1) and Speed (2)	SQ1	0.000	0.55	Valid
	Cleanliness (1) and Employee Alertness (3)	SQ2	0.000	0.51	Valid
	Speed (2) and Employee Alertness (3)	SQ3	0.000	0.7	Valid
Easiness	Location (1) and Parking Place (2)	E1	0.000	0.38	Valid
	Location (1) and Available Place (3)	E2	0.000	0.30	Valid
	Parking Place (2) and Available Seat (3)	E3	0.000	0.48	Valid

With a 231 total amount of respondent, the data are tested for validity using Pearson correlation coefficient, r, which can take a range of values from +1 or -1. Table 5 shows that all of the result between variables are valid and shows both moderate and significant correlation. For all the sub variables in each dependent and independent variable (in this case; customer satisfaction, product quality, price, service) are significantly correlated, $r \geq 0.5$. However, the variable for easiness shows a low to moderate correlation, $r = 0.3$ and 0.48. There is also no sign of multicollinearity, which refer to a situation in which two or more variables in a multiple regression model are highly correlated, $r > 8$ or closer to 1.

In general, the result shows that the correlations for most of the variables are significantly correlated and were either greater or equal to 0.5, $p < 0.001$ (see Table 5). This shows that all of the indicators in relation to the main independent and dependent variables shown in the conceptual model have positive relationship. In other words, the variables measuring the customer satisfaction are greatly correlated, and consistent to one another. Hence, the measurements on these questions could be summed into a new sum variable in order to ease the measurement and to conclude the hypothesis.

Reliability Test

Table 6 Reliability Test on Sub Variable with Cronbach's Alpha Analysis.

Reliability test			
Variable	Indicators	Cronbach's Alpha	Reliability
Customer Satisfaction	Satisfaction Competitive Satisfaction level	0.667	Reliable
Product Quality	Spicy Taste Savory taste Crispiness Tenderness	0.831	Reliable
Price	Price Competitive Price	0.706	Reliable
Service Quality	Cleanliness Speed Employee Alertness	0.771	Reliable
Easiness	Location Parking Place Available seat	0.655	Reliable

Reliability analysis on all question measuring the customer satisfaction had a total Cronbach's Alpha greater or equal to $\alpha = 0.655$, with the lowest $\alpha = 0.655$ and highest $\alpha = 831$. Overall, Cronbach's Alpha of > 0.6 is considered acceptable, therefore it can be concluded the sum variable was computed using all questions regarding customer satisfaction.

Tests on Control Variable

Age (Linear Regression)

In order to analyze whether or not the age of the respondent influences the customer satisfaction, a regression analysis is performed with male as a dummy variable and female as a reference to be regressed on customer satisfaction. The regression analysis was not significant, $R^2 = 0.003$, F (0.599) = 0.598, Significance (p) = 0.440. Therefore, the age of the respondent does not influence customer satisfaction, B = -0,004, t-test = 10.814.

Gender (Independent Sample T-Test)

In order to analyze whether the control variable 'gender' influences the customer satisfaction, we performed an independent sample T-test. The variable Gender nominal and customer satisfaction is interval and gender consist of two categories, which are (1) for male and (2) for female. The result shows that the independent samples t-test was not significant, t (198) = 1.109, p = 0.269. The average customer satisfaction of men (M = 2.93, SD = 1.01) does not differ from the average customer satisfaction of women (M = 2.77, SD = 0.99).

Testing the Hypothesis (Multiple Linear Regression)

To start with, the summaries null hypothesis assumes that product quality, price, service quality, and easiness does not have an effect on customer satisfaction, whereas the opposite hypothesis assumes that those factors does have an effect on the customer satisfaction level. In order to test these hypotheses and predict the relationship between customer satisfaction and the various potential factors or predictors (product quality, price, service quality, and easiness), a multiple regression analysis is conducted using SPSS and there are steps in analyzing the results.

Based on the multiple linear regression model summary and overall fit statistic (see appendix B), the adjusted R^2 of the model is 0.501, with R^2= 0.509. This tells the strength of the relationship between the outcome variable (dependent variable) and all of the predictor's variables (independent variable) combined. Therefore, the result means that the linear regression explains 50.9% of the variance in the data, therefore, the overall factors has a positive and high explanatory power in the effect on customer satisfaction. Moreover, the F-test is highly significant, thus it is assumed that the model explains a significant amount of the variance of the customer satisfaction, F (4, 226) = 58.687, p < 0.000.

Table 7 Multiple Linear Regressions.

Independent variables	Correlation with customer satisfaction
Product quality	0.596** (10.459)
Price	0.106 (1.903)
Service quality	0.113* (2.053)
Easiness	0.007 (0.136)

Note: N (number of observation) = 231. The t-values are shown in parentheses reported under the regression coefficients. ** Significant at 1% level; * significant at 5% level.

Moreover, Table 7 shows the analysis results in which the main focus is the significance level of the result in order to know whether to accepts or reject the null hypothesis. To start with, in order to know the impact of each independent variable towards the dependent variable, the t test is conducted. The results of the correlation coefficient between the customer satisfaction and the four factors are all positive, meaning that there's a positive relationship between the outcome and the predictor variable which is expected from the conceptual model (figure 1). However, only two predictor variable shows a significant t (p-value), which are under 0.05. In this case, product quality is strongly significant, p = 0.000, and service quality is slightly significant, p = 0.041, while product price and easiness of reach are not statistically significant, p > 0.05. Therefore, only product quality and the service quality are both significant predictors of customer satisfaction. This gives indications, for instance, 59.6% of the customers are satisfied with one product / dish served by *Ayam Geprek Ganyang* that has a combination of spicy / savory taste, crispy and tender. Secondly, 11.3% of the customers are satisfied with the single service quality that is provided by *Ayam Geprek Ganyang*, such as cleanliness of the restaurant and the preparation of the food, the speed of servings, and the employee alertness in respect to the customer needs and wants.

Overall, the final result shows that only the first and third hypothesis is where the H0 is rejected and for the second and fourth hypothesis, the H0 is not rejected. This explains that the product quality and service quality are the main factors that may affect significantly on the customer satisfaction. Whereas the price and easiness are not the main focused factors.

Conclusions

In this study, the main goal is to find the factors that have an effect on the customer's satisfaction, specifically, to the customers of *Ayam Geprek Ganyang* Company. Out of many factors that affected the customer satisfaction in many kinds of businesses, the factors chosen for this study was taken from previous studies that was evaluated by Irawan, as it is more likely to be related to the *Ayam Geprek Ganyang* internal business factors. These factors consist of four types which are product quality, price, service quality, and easiness, therefore study aims to answer the research question, "what are the factors that affect *Ayam Geprek Ganyang* customer's level of satisfaction?" and further hypothesizes weather the four factors have a positive direct effect in customer satisfaction.

Many theories have mentioned the relation between the factors and customer satisfaction, however, this research has mainly focused on and develop Irawan (2002) conceptual model. The first relation

regarding the link between the quality of the product and customers satisfaction are multidimensional satisfaction driver. Secondly, concerning the link between the price of the product and customer satisfaction, is an attribute that customers always consider whenever choosing a product. Thirdly, the quality of service is important in order to meet customer desires and satisfaction. Lastly, the easiness is also important to be included for consideration as it serves as the business convenience and efficiencies. Therefore, from the conceptual framework, all four factors are predicted to have a positive influence on the customer satisfaction.

After conducting a customer satisfaction survey through questionnaires, the data are tested statistically and are all valid and reliable. The findings of the regressed analysis indicate that the four factors affect positively to customer satisfaction. However, only two factors significantly affect the customer satisfaction, which are product quality and service quality, whereas for price and easiness are not the main effect contributor to customer satisfaction. With high product quality and more service quality will therefore lead to increase customer satisfaction.

Recommendation

Even though *Ayam Geprek Ganyang* have a specific customer base and target market, they are in constant competition with other similar businesses. Therefore, building a strong foundation could be quite challenging for the business owner, it is important that the business develops by natural progression and in line with the financial outcomes. Since product quality and service quality is the most important factors that positively influence *Ayam Geprek Ganyang* restaurant, therefore the company should map out their business plans into improving their product and services by investigating many possibilities to increase their customer satisfaction. With high customer satisfaction, the business will therefore gain their standards with high brand recognition and gain competitive position within the culinary business.

Research Shortcomings

Clarifying the limitation of the research study allow better understanding on how the result could be interpreted. There are a couple of limitations about diversity of the samples and restaurant perspective is discussed in this section.

Firstly, there are many different customers that have experience *Ayam Geprek Ganyang*, and student which may come from different university in Bandung. The sample was only taken from ITB students as it has advantages due to easy access and low costs for data collection, however, using purely ITB student sampling is quite limiting, especially if the study associate with diverse people with varies profiles (such as workers, children). Secondly, there are more females compared to males who have taken the online questionnaire and therefore, the data consist mostly from the perspective of the females compared to the males. The data result in the lack of variability of the sample and therefore might affect the statistical results and research outcomes.

Future Studies

Customer satisfaction has been emerged as an important are of business research. Even though it is not mentioned quite precisely, the notion of satisfaction has been studies mostly to understand the human behavior and labeled to be a premise of human needs and wants. However, there are still a lack of empirical verification and inadequate process paradigms. Meaning that existing studies process are mostly one stage of survey over a single occasion. Therefore, there is an urgent need for future studies in developing the satisfaction level. Future researchers should focus on studying the distinction between satisfaction and other behavioral construct as well as focusing more on the customer's characteristics and perception to know what are their personal taste and wants. Satisfaction should also be linked to other construct, such as using continuous series of interaction as it offers insight to the customer purchasing behaviors over time.

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